

## ABSTRACT OF THE DISCLOSURE

Provided are a reinforcement material, not causing undesired stress and having excellent shape stability characteristics, a rubber product using the material and a method for producing the product, and a pneumatic tire using the material and a method for producing the tire. The reinforcement material for rubber has a flat coil shape where, when the material is in a single free state, loop portions are partly superposed on each other in sequence, and is embedded in a rubber product such as a pneumatic tire.